FILE

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1960

20th YEAR • A WEEKLY PUBLICATION

Week of October 10, 1960

january

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february

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november

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december

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, OCTOBER 7, 1960		
Thursday Oct. 6 8:45 A.M. Breakfast	"A WORLD OF FASHION JETS TO YOUR DOORSTEP"	CRANSTON PRINT WORKS (261 MADISON AVENUE)	HOTEL LEXINGTON HAWAIIAN ROOM
	Cranston, Supima, Westport Fabrics, BOAC will present fashions from the collections of leading American designers in Supima cottons, processed by Cranston. Showing at 9:15 A.M. For press and buyers, by invitation. Contact: Dianalee Dye, OX. 7-2920.		
Thursday Oct. 6 12:00 Noon Luncheon	SPRING-SUMMER 1961 FABRICS LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Subject: "Material Mysteries" or "How Colors Influence The Fashion World". Report by Margaret Markley. Co-Chairmen: Conoldine Burnett and Margaret Markley. Prices: $8.00, members; $10.00, guests. Exhibit from 10:00 A.M. to 3:00 P.M.; $1.00 at door. Contact: CI. 7-3940.		
Thursday Oct. 6 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	SYLVAN RICH FOR MARTINI (498 7TH AVE.)	HOTEL PLAZA PERSIAN ROOM
	Martini will present their Fall collection, designed by Sylvan Rich, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000. Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 6 4:30 P.M Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS	CATALINA, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
	Catalina will preview their 1961 Cruise and Summer swimwear. By invitation. Publicity: Maria Brown, PE. 6-2855.		
Thursday Oct. 6 5:30 P.M.- 7:00 P.M.	"SHOWCASE FOR MODELS" PREVIEW FOR PRESS	OPPENHEIM COLLINS	SHERATON-ATLANTIC GATE OF CLEVE RES'T
	Preview for press of Oppenheim Collins' "Showcase for Models", fashion shows scheduled for Mondays and Thursdays at the Sheraton-Atlantic. Publicity: Joan Kennel, WI. 7-9600, Ext. 160.		
Beginning Thursday Oct. 6	OPENING: RESORT-SPRING COLLECTION	NELLY DE GRAB	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Informal daily showings of Nelly de Grab's Resort-Spring collection. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday Oct. 6	SHOWING: PETITE AND MISSES COLLECTION	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Spring collections of Petti-4's for the petite miss; and "Terry Rogers" misses sizes at continuous showings. Contact: CH. 4-3558.		
Friday Oct. 7 11:00 A.M.	PRESS PREVIEW: RESORT & SPRING	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Trade Oct. 11, 12, 18 at 11:00 A.M. By invitation and reservation. Contact: Anita Hoffman, WI. 7-4968.		

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Friday Oct. 7 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION	MARTINI DESIGNED BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Thereafter Oct. 11, 13, 18, at 12:00 Noon followed by luncheon. By reservation. Contact: Eli Lehrman, LO. 4-0616.		
Friday Oct. 7 5:30 P.M.- 9:30 P.M.	DESIGN PREVIEW AND AT-HOME FASHIONS	AMERICAN INSTITUTE OF DECORATORS	7TH REGIMENT ARMORY PARK AVE. & 66TH ST.
	Special party-N.Y. Herald Tribune Fresh Air Fund, previewing 120 rooms--"Decoration and Design, 1961" with at-home fashions, presented by International Silk Association. Sponsored by: Resources Council, N.Y. Chapter of A.I.D. and N.Y. Herald Tribune. Tickets for preview party, $20.00 each; contact: PL. 2-3760. Open to public, Oct. 8 - 18; price $2.00. Hours: 1:00-10:30 P M.; Sunday, 2:00-9:00 P.M. Publicity: Richard Dillon, Jr. CH. 3-6112.		
Oct. 8- Oct. 15	FOURTH ANNUAL NAT'L "KNIT IT YOURSELF WEEK"--NAT'L HAND KNITTING YARN ASS'N. Publicity: Barbara Kling, 527 Lexington Ave., PL. 3-1709.		
Just Released	FALL 1961 COLORS	COLOR ASSOCIATION OF U. S. A. INC.	200 MADISON AVENUE
	Advance Forecasts--woolen and worsteds; man-made fibers and silk. Forty colors in each collection. Contact: Midge Wilson, MU. 5-5881.		

WEEK BEGINNING SUNDAY, OCTOBER 9, 1960

Sunday Oct. 9 1:15 P.M. Brunch	FALL COUTURE FASHIONS DURING BRUNCH	MARTIER RAYMOND (36 CENT. PK. SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Couture showing of woolen coats, suits, dresses by Martier-Raymond. Hats, Emme; shoes, Fiorentina; jewelry, Int'l Cultured Pearls. Reservations--$4.00; contact: Mr. Jerome, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.		
Monday Oct. 10 12:00 Noon Luncheon	PREMIERE PREVIEW: FRENCH CURTAIN FABRICS	LORD & TAYLOR	ST. REGIS HOTEL ROOF
	American premiere showing of the Ottavia Mystique collection of French curtain fabrics. For the press by invitation. Publicity: Elizabeth Ready, WI. 7-3300, Ext. 326.		
Monday Oct. 10 12:15 P.M Buffet	PRESS PREVIEW OF SPRING COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation only. Show at 1:00 P.M. Trade showings, Oct. 11, 12, 13, 18, 19, 20, 25, 26, 27 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.		
Monday Oct. 10 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview for press, by invitation. Trade at 10:30 A.M., Oct. 11, 12, 13, 18, 20. Contact: Mabel Glemby, LA. 4-9350.		
Beginning Monday Oct. 10	SPRING JUNIOR SUIT COLLECTION	DEVONBROOK, LTD.	1400 BROADWAY SHOWROOM - 10TH FLOOR
	Designed by John Anthony. By appointment only from Oct. 10 - 24. Continuous thereafter. Contact: Fleuret Rothschild, PE. 6-4580.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 10	SPRING SUIT COLLECTION	STRELITZ OF IRELAND	VIRGINIA KREMENTZ 42 W. 58 ST. RM. 203
	Strelitz of Ireland's Spring suit collection. By appointment. Contact: Virginia Krementz, PL. 3-4464 or PL. 3-3500, Ext. 203.		
Tuesday Oct. 11 9:30 A.M.	OPENING: RESORT-SPRING COLLECTION	NATHAN-STRONG	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Showing of Resort-Spring collection. Contact: PE. 6-5475.		
Tuesday Oct. 11 10:30 A.M.	PRESS SHOWING: RESORT-SPRING COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Resort and Spring collection, designed by Sara Ripault. Daily except Friday at 10:30 A.M. By reservation. Contact: LA. 4-7540. Publicity: Rosemary Sheehan, MU. 5-1280.		
Tuesday Oct. 11 11:30 A.M.	PRESS PREVIEW: GIFTS AND ANTIQUES	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman's imported collection of gifts and antiques. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Oct. 11 12:00 Noon Luncheon	PREVIEW: RESORT COUTURE COLLECTION	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of daytime and evening couture collection for press and buyers. By invitation. (Note change of date.) Thereafter showings at 12:00 Noon daily, by appointment. Contact: Joan Baron, CH. 4-5693.		
Tuesday Oct. 11 2:30 P.M.	OPENING OF SPRING COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings Oct. 11, 12, 13, 18, 19, 20, 26 at 2:30 P.M. By reservation. Press Preview Oct. 17 at 3:00 P.M. By invitation. Contact: Eleanor Stoner, LA. 4-6968.		
Tuesday Oct. 11 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	By invitation. Thereafter daily showings at 12:00 Noon. Contact: Ruth McLoughlin. LO. 4-6337.		
Tuesday Oct. 11 4:00 P.M. Champagne	PREVIEW OF SWIMWEAR COLLECTION	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Flexees will present their collection of "Swimwear '61" to press and buyers. Showing at 4:30 P.M. promptly. By invitation. Contact: Margaret Kahn, MU. 9-2100.		
Tuesday Oct. 11 6:30 P.M.-9:00 P.M	WEEKLY FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING CLUB AUD. 29 WEST 39TH STREET
	Subject: "World Fashion Buying"--Speakers: Edgar Craig, City Stores; Mildred Finger, Ohrbach's; Miriam Neubert Purdy, Henri Bendel. Individual Session: $2.50 (except Nov. 22, $3.50). Moderator: Jeanne Pierre. Contact: CI. 7-3940.		
Wednesday Oct. 12 1:15 P.M.	OPENING OF SPRING COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings Oct. 12, 13, 18, 19, 20, 25, 26, 27 at 1:15 P.M. By appointment. Contact: Kay McGowan, LO. 5-6453.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

READY-TO-WEAR TIME TABLE, BEGINNING OCT. 11 ("O" REFERS TO OPENING, "P" PREVIEW)
For more details, refer to specific listings in current and previous issues.

	TUESDAY, OCT. 11	WEDNESDAY, OCT. 12	THURSDAY, OCT. 13	FRIDAY, OCT. 14
9:30	Nathan Strong			
10:00			Adele Simpson	Adele Simpson
10:30	Jane Derby Herbert Sondheim David Crystal	Jane Derby Herbert Sondheim David Crystal	Jane Derby Herbert Sondheim David Crystal	Rudolf Gowns
11:00	Wragge	Wragge	Klein & Blaikie	
12:00	Alison Countess Alexander (P) Martini Designed Nantucket Naturals	Estevez Countess Alexander Nantucket Naturals	Mollie Parnis (O) Alison Estevez Countess Alexander Martini Designed	Mollie Parnis Estevez Countess Alexander
1:00	Jr. Sophisticates Klein & Blaikie Hannah Troy	Jr. Sophisticates Hannah Troy	Jr. Sophisticates Hannah Troy	
1:15		Oleg Cassini	Oleg Cassini	Gothe
2:30	Ceil Chapman (P) Tina Leser Maurice Rentner	Ceil Chapman Tina Leser Maurice Rentner Larry Aldrich	Ceil Chapman Tina Leser Maurice Rentner Larry Aldrich	Ceil Chapman
3:00			"Ingenue" (P)	
4:00	Estevez (P)	Dan Keller (P) Townley (P)	Townley	Edward Abbott (P)

Wednesday Oct. 12 4:00 P.M. Cocktails	PREVIEW: RESORT-SPRING DRESS COLLECTION	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Collection of dresses and ensembles designed by Patrick Porter. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.		
Thursday Oct. 13 10:00 A.M.	OPENING: SPRING COLLECTION	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Adele Simpson's Spring collection at 10:00 A.M., Oct. 13, 14, 18, 19, 20, 25, 26, 27. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Oct. 13 12:00 Noon Luncheon	THIRD ANNUAL RIBBON DESIGNER AWARDS	RIBBON FASHIONS ASSOCIATES	SHERATON-EAST HOTEL TRIANON & BALLROOM
	Ribbon Fashions Associates will present their Third Annual Ribbon Designer Awards at a luncheon and fashion show. By invitation. Publ.: Helen Seitz at Alfred Davidson Fashion & Merchandising Inc., CI. 5-8980.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 13 12:00 Noon	OPENING: SPRING-HOLIDAY COLLECTION	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Spring, Resort and Holiday collection, Oct. 13, 14, 18, 19, 20 at 12:00 Noon. By appointment. Contact: BR. 9-5012.		
Thursday Oct. 13 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PLAZA PERSIAN ROOM
	Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 13 3:00 P.M.	PREMIERE SHOWING OF RESORT-SPRING FASHIONS	"INGENUE" FASHIONS, INC. (By BILL PARNES)	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Bill Parnes will present his premiere showing of the "Ingenue" junior collection for Resort and Spring, designed by Betsy Daniels and Richard Dicecco, Oct. 13, 18, 20 at 3:00 P.M. For press and buyers, by reservation. Continuous daily thereafter. Contact: Carl Spitz, CH. 4-8344.		
Friday Oct. 14 10:30 A.M.	SPRING, CRUISE AND HOLIDAY COLLECTION	RUDOLF GOWNS, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing at 10:30 A.M. Oct. 14, 18, 19, 21, 25, 26, 28. By appointment. Contact: WI. 7-6865.		
Friday Oct. 14 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Lee Claire will present late day, cocktail and formal fashions to press and buyers. By invitation. (Note Change Of Date.) Thereafter at 12:00 Noon, Oct. 17 through 26, by appointment. Contact: Jack Sulzer, WI. 7-9470.		
Friday Oct. 14 1:15 P.M.	OPENING: SPRING COLLECTION	DAVID E. GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings Oct. 14, 18, 19, 20, 25, 26, 27 at 1:15. Contact: LO. 5-2727.		
Friday Oct. 14 4:00 P.M.	PRESS PREVIEW OF SPRING DRESSES	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Edward Abbott's Spring dress collection, designed by Wilson Folmar. By invitation. (Note Change Of Time). Thereafter, Oct. 18, 19, 20, 21 at 10:30 A.M., by appointment. Contact: Mr. Revell, LA. 4-8490.		
Sunday Oct. 16 1:15 P.M. Brunch	"ROMANCE OF PANTS" FASHION SHOW	JACK WINTER, INC. (1410 BROADWAY)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Jack Winter's showing of pants for Fall. Shoes, Fiorentina. Reservations--$4.00; contact: Mr. Jerome, CI. 6-7700. (Note Change Of Date). Fashion Show Director: Peggy Cantor Associates, 117 E.37th St., MU. 9-8542.		
Monday Oct. 17 10:30 A.M.	SHOWING OF SPRING DRESS COLLECTIONS	LEONARD ARKIN; SPECIAL OCCASIONS; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showing daily except Friday--Leonard Arkin at 10:30; Special Occasions at 11:00; Andrew Arkin at 11:30. Contact: Prudence Clarke, WI. 7-5324.		
Monday Oct. 17 12:30 P.M. Luncheon	FASHIONS BY SARMI DURING LUNCHEON	DE PINNA	SHERATON-EAST HOTEL BALLROOM
	Luncheon showing of Sarmi fashions, available at De Pinna. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Betty Flannery, PL. 7-9000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.		

READY-TO-WEAR TIME TABLE, BEGINNING OCT. 17 ("O" REFERS TO OPENING, "P" PREVIEW)
For more details, refer to specific listings in current and previous issues.

	MONDAY, OCT. 17	TUESDAY, OCT. 18	WEDNESDAY, OCT.19	THURSDAY, OCT.20
9:30		Harold Levine	Harold Levine	Harold Levine
10:00		Adele Simpson	Adele Simpson	Adele Simpson
10:30	Leonard Arkin David Crystal	Leonard Arkin David Crystal Rudolf Gowns Edward Abbott Herbert Sondheim Jane Derby	Leonard Arkin David Crystal Rudolf Gowns Edward Abbott Herbert Sondheim	Leonard Arkin David Crystal Edward Abbott Herbert Sondheim Jane Derby
11:00	Special Occasions	Special Occasions Arkay Jr. (P) Wragge	Special Occasions	Special Occasions
11:30	Andrew Arkin	Andrew Arkin	Andrew Arkin	Andrew Arkin Mort Schrader (P)
12:00	Estevez	Estevez Mollie Parnis Nantucket Naturals Vera Maxwell(R.B.) Martini Designed	Estevez Mollie Parnis Nantucket Naturals	Estevez Mollie Parnis Vera Maxwell Queen Casuals (P)
12:30		Frank Starr (P)		
1:00	Teal Traina (O)	Hannah Troy Jr. Sophisticates Richard Cole (O)	Teal Traina Hannah Troy Jr. Sophisticates	Teal Traina Hannah Troy Jr. Sophisticates
1:15		Oleg Cassini Gothe	Oleg Cassini Gothe	Oleg Cassini Gothe Frank Starr
2:30	Jerry Parnis (P)	Jerry Parnis Maurice Rentner Branell Ceil Chapman Larry Aldrich	Jerry Parnis Maurice Rentner Branell Ceil Chapman Rembrandt (O) Larry Aldrich	Maurice Rentner Branell Christian Dior(O) Rembrandt Larry Aldrich
3:00	Maurice Rentner(P)	"Ingenue" Fashions		"Ingenue" Fashions
4:00		Junior Accent (O) Townley Harmay Rosalie Macrini(O)	Junior Accent Townley Vera Maxwell (P)	Junior Accent Townley Harmay Abe Schrader (P)
5:00		Paul Blumenstein(P) Arnold & Fox (O)	Arnold & Fox	

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Monday Oct. 17 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Showing at 1:00 P.M., Oct. 17, 19, 20, 24, 25, 26, Nov. 1, 2. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Oct. 17 2:30 P.M.	PRESS PREVIEW: SPRING COLLECTION By invitation. Thereafter showings Oct. 18, 19. 20, 24 at 2:30 P.M., by appointment. Contact: CH. 4-5706.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Oct. 17	MAURICE RENTNER LTD. PRESS PREVIEW-3:00 P.M. By invitation. (See page 3)		
Beginning Monday Oct. 17	OPENING OF SPRING COLLECTION Continuous showings of Spring cocktail and evening fashions, designed by George Nardiello. Contact: Abe Goldner or Sandy Abelson, PE. 6-0151.	CAMEO EVENING FASHIONS	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday Oct. 17- Oct. 22	NEW YORK ANTIQUES FAIR Antiques from around the world on display and for sale, with special display of memorabilia from past presidential campaigns. Hours: 1:00-11:00; Saturday, 1:00 - 6:00. Admission: $1.50 (opening day, $2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVENUE & 34TH ST.
Week of Oct. 17	OPENING OF SPRING SHOE COLLECTIONS Contact: John Jerro, MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL MEMBERS' SHOWROOMS
Tuesday Oct. 18 9:00 A.M Coffee	PRESS PREVIEW: SPRING SHOE COLLECTION "Prima Colazione"--press preview introducing new Fiorentina Nina shoe collection, in addition to couture shoes by Silvia of F orentina. By invitation. Publicity: Peggy Cantor Assoc., MU. 9-8542 or YU. 8-3140.	FIORENTINA SHOES, INC.	789 MADISON AVENUE SALON
Tuesday Oct. 18 9:30 A.M. Coffee	OPENING: RESORT-SPRING COLLECTION Harold Levine (formerly David Levine Co.) will present their Resort-Spring collection Oct. 18, 19, 20, 25, 26, 27 at 9:00 A.M. By reservation. Contact: Harold Levine, LA. 4-0237.	HAROLD LEVINE, INC. (FORMERLY, DAVID LEVINE)	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 18 11:00 A.M.	OPENING: SPRING COLLECTION Arkay's Spring collection. One showing only. Contact: LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Oct. 18	VERA MAXWELL'S PREVIEW FOR RESIDENT BUYERS at 12:00 NOON (See Pg. 9).		
Tuesday Oct. 18 12:30 P.M Luncheon	OPENING: RESORT-SPRING COLLECTION Frank Starr's Resort-Spring collection, Oct. 18, 20, 25 at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.	FRANK STARR	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Oct. 18 1:00 P.M.	OPENING OF SPRING COLLECTION Formal showing of Richard Cole's Spring collection, Tues., Oct. 18 at 1:00 P.M. By reservation. Continuous daily informal showings thereafter. Contact: OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 18 2:30 P.M.	OPENING: SPRING COLLECTION Showings Oct. 18, 19, 20, 25, 26, 27 at 2:30 P.M., by reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Oct. 18 4:00 P.M.	OPENING: RESORT-SPRING COLLECTION Showings at 4:00 P.M. on Oct. 18 and 25. By reservation. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Oct. 18 4:00 P.M.	SPRING AND RESORT JUNIOR FASHIONS Presentation of junior Spring and Resort fashions, designed by Violet Feigen. By invitation. Daily at 4:00 P.M., except Friday, by reservation. Contact: LO. 4-1434.	JUNIOR ACCENT INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 18 4:00 P.M.	OPENING: SPRING COLLECTION Spring collection of dresses, costumes and suits, Oct. 18, 20, 24, 26 at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 18 4:30 P.M. Cocktails	RECEPTION FOR PRESS AT CANADA HOUSE Canadian Mink Industry reception for press (trade Wed., Oct. 19 at 4:30) to meet Mr. Bruce Rankin, Deputy Consul General of Canada. By invitation. Contact: Virginia Van Brunt at J. Walter Thompson, MU. 6-7000, Ext. 3077.	CANADA MINK BREEDERS	680 FIFTH AVENUE CEDAR ROOM-8TH FLOOR
Tuesday Oct. 18 5:00 P.M. Cocktails	PREMIERE PREVIEW: COUTURE FASHIONS The new firm of Paul Blumenstein will present his Resort-Spring collection designed by J. Edward Beckham, at a premiere preview. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PAUL BLUMENSTEIN (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Tuesday Oct. 18 5:00 P.M. Cocktails	PREVIEW: SPRING COLLECTION Preview of Spring collection designed by Kasper for Arnold & Fox. Thereafter Oct. 19, 25 at 5:00 P.M , by reservation. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Oct. 18	OPENING: RESORT-SPRING FASHIONS Mary Black's Resort-Spring collection of late afternoon, cocktail and evening couture fashions, daily from 9:30 A.M. - 5:00 P.M. By appointment. Contact: Mady Sanders, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SALON - 8TH FLOOR
Wednesday Oct. 19 12:30 P.M Luncheon	FALL FASHIONS DURING LUNCHEON Max Lawrence and Martinette Petites will present their Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	MAX LAWRENCE, INC. MARTINETTE PETITES	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 19 2:30 P.M.	OPENING: SPRING DRESS COLLECTION Showings at 2:30 P.M., Oct. 19, 20 and following week. By appointment. Contact: Mr. Solomon, LO. 4-3600.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 19 4:00 P.M. Champagne	PRESS PREVIEW: CRUISE AND SPRING COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Preview for press at 4:00 P.M., Oct. 19. Resident buyers, at 12:00 Noon, Tues., Oct. 18. Trade shows at 12:00 Noon on Tues., Wed., Thurs., followed by lunch. By invitation. Contact: Terry Parker, LO. 3-4358.		
Wednesday Oct. 19 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRCOLORING	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	"Changing Coiffures Dawn to Dusk"--Elizabeth Arden's preview of hair-coloring, for the press. By invitation. Publicity: Alan McGeehan at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.		
Beginning Wednesday Oct. 19	RESORT-SPRING CALIFORNIA FASHIONS	MAXWELL SHIEFF (BEVERLY HILLS, CAL.)	SAVOY-HILTON HOTEL
	Daytime, evening and cocktail fashions designed by Maxwell Shieff. By appointment. Publicity: Eve Siegel, MU. 8-4598.		
Thursday Oct. 20 9:30 A.M. Coffee	PRESS PREVIEW: YOUNG IMPORT COLLECTION	OHRBACH'S	6TH FLOOR
	Ohrbach's will preview Winter and Holiday young import fashions for boys and girls. By invitation. Publicity: Mark Klauser, OX. 5-4000.		
Thursday Oct. 20 11:30 A.M.	PREVIEW: SPRING COLLECTION	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	For press and buyers, by invitation. Only formal showing. Publicity: Betty Yarmon, LO. 4-9194.		
Thursday Oct. 20 12:00 Noon Luncheon	PRESENTATION: SPRING-SUMMER COLLECTION	QUEEN CASUALS (1410 BROADWAY)	HOTEL PIERRE ROOF GARDEN
	"Kaleidoscope of Color in Fashion by Queen Casuals"-- press showing of Spring-Summer collection for 1961. By invitation. Fashion Coordinator: Wilma C. Donaldson. Contact: Joan Van Hoye, WI. 7-1381.		
Thursday Oct. 20 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Exhibit: "ABC's of Collecting". Speakers: Mr. Lawrence A. Fleischman, Art Collector; Mr. Edward J. Wormley, Designer. Chmn.: Henriette Granville. Prices: $8.00, members; $10.00 guests. Exhibit from 10:00 A.M. to 3:00 P.M.; admission $1.00 at door for those not holding ticket. Contact: CI. 7-3940.		
Thursday Oct. 20 12:30 P.M Luncheon	FASHION SHOW DURING LUNCHEON	ABE SCHRADER CORP. MORT SCHRADER, INC.	HOTEL PLAZA PERSIAN ROOM
	Showing of fashions by Abe Schrader and Mort Schrader, available at "Miss Bergdorf". Press by invitation. Public by reservatinn; contact: "Banquet Dept.," PL. 9-3000. Schrader Publicity: Betty Yarmon, LO. 4-9194. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 20 2:30 P.M	PREVIEW: RESORT & SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	For press and buyers, by invitation. Showings thereafter Oct. 27, Nov. 3, Nov. 10 at, 2:30 P.M. By appointment. Contact: Joanne Jaap, LO. 4-9220.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 20 3:30 P.M. Cocktails	SELECTION OF WINNERS AT PRESS PARTY	SINGER SEWING MACHINE COMPANY	SAVOY HILTON HOTEL CRYSTAL ROOM
	Singer Sewing Machine Co. will sponsor a press party to select the winners in the Teen, Tween, Misses and Mrs. divisions of the Young Stylemakers Contest. Fashion Show, 4:00 P.M. - 5:00 P.M. By invitation. Publicity: Trudi Rose at Young & Ribucam, Inc., MU. 9-5000.		
Friday Oct. 20 4:00 P.M.	PREVIEW: SPRING COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview of Spring collection and 7th anniversary celebration of Abe Schrader Corp. By invitation. Thereafter 11:30 A.M daily, except Monday and Friday. Contact: Betty Yarmon, LO. 4-9194.		
Friday Oct. 21 2:30 P.M.	SPRING COLLECTION BY PAULINE TRIGERE	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings at 2:30 Oct. 21, 25, 26, Nov. 3; at 10:30 on Nov. 2. Contact: LO. 3-1600.		
Monday Oct. 24 8:00 P.M	OPENING NIGHT OF OPERA SEASON	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH STREET
	A new production of Verdi's "Nabucco" will open the Metropolitan Opera's 1960-61 season. Publicity: Francis Robinson, PE. 6-1200.		
Beginning Monday Oct. 24	RESORT AND SPRING SHOWINGS IN NEW YORK	TRAVILLA (853 N. LA CIENEGA, L.A)	SAVOY-HILTON HOTEL
	Travilla will present his Resort-Spring collection in New York. By appointment. Contact: Jean Cord, in Los Angeles.		
Tuesday Oct. 25 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Showings thereafter Oct. 27, Nov. 1, 3, 10, 15 at 10:00, by appointment. Contact: Sally McDonald, LO. 4-3246.		
Tuesday Oct. 25 10:30 A.M.	OPENING OF SPRING SUIT COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Weathervanes"--knitted jersey and wool suits. Every Tuesday, except Election Day, at 10:30. By reservation. Contact: Norma Rousseau, LO. 4-7832.		
Tuesday Oct. 25 11:30 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow's Spring collection of coats, suits and ensembles, Showings at 11:30 A.M. Oct. 26, 31, Nov. 2, 10, 15, 17. Contact: LA. 4-3404.		
Tuesday Oct. 25 1:00 P.M	OPENING OF SPRING COLLECTION	KLEIN & BLAIKIE, INC.	525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Klein & Blaikie's Spring collection Tues., Oct. 25 and Thurs., Oct. 27 at 1:00 P.M. For press and buyers, by invitation. Thereafter Tues and Thurs. at 1:00 P.M. Contact: Alfred Blaikie, BR. 9-7580.		
Tuesday Oct. 25 1:00 P.M.	OPENING: SPRING COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Spring collection designed by John Moore, Oct. 25, 27, Nov. 1 at 1:00. By appointment. Contact: Jo MacLeod, BR. 9-1195.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Oct. 25	OPENING OF SPRING COLLECTION	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SCHRADER - 3RD FLOOR
	Continuous daily showings of Stephan Ltd's Spring collection. Contact: LO. 4-9194.		
Wednesday Oct. 26 11:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Preview for press of Spring coats and suits. By invitation. Showing at 11:30 A.M. Oct. 27, Nov. 1, 3, 9, 14, 16. Contact: LA. 4-3310.		
Wednesday Oct. 26 4:00 P.M. Champagne	PREVIEW: RESORT-SPRING COLLECTION	ERNEST NEWMAN OF CALIFORNIA	HOTEL GOTHAM
	"New Man In Town"--Ernest Newman will present his Resort-Spring collection-"Ella du Chien"--to the press. By invitation. Publicity: Teri Borgenicht at Helene Towers Fashion Service, MU. 3-6955.		
Thursday Oct. 27 10:00 A.M.	PREVIEW: SPRING COAT & SUIT COLLECTION	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
	Spring coat and suit collection designed by Molly. Thereafter Nov. 1, 3, 9, 10, 17 at 10:00 A.M , by appointment. Contact: PE. 6-7121.		
Thursday Oct. 27 12:30 P.M. Luncheon	CUSTOM FALL FASHIONS AND HATS AT LUNCHEON	BIBI (900 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Showing of fashions--Bibi; Hats- Franny Whitney. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Oct. 27 2:30 P.M.	PREVIEW: RESORT-SPRING COLLECTION	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Resort-Spring suits designed by Stefan. By invitation. Thereafter continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.		
Oct. 30	DAYLIGHT SAVING TIME ENDS (Move clocks back one hour)...Sunday.		
Beginning Monday Oct. 31	OPENING OF SPRING COAT COLLECTION	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings of casual coats for Spring. Contact: Abe Betron, LO. 4-6886.		
Tuesday Nov. 1 9:30 A.M	OPENING: SPRING COATS AND SUITS	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Showings at 9:30 A.M., Nov. 1, 2, 3, 9, 10, 15, 16, 17. By appointment. Contact: Herbert Gallant, LA. 4-7286.		
Tuesday Nov. 1 12:00 Noon Luncheon	OPENING OF NEW COLLECTION	LOUIS GOLDSTEIN	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--new collection on Nov. 1, 2, 3, 8, 9, 10 at 12:00 Noon, followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.		
Tuesday Nov. 1 2:00 P.M	OPENING OF SPRING COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Originala's Spring coat collection. Nov. 1, 2, 3, 7, 9, 10 at 2:00 P.M., by appointment. Contact: Louis Mariani, BR. 9-8988.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 1 7:00 P.M. Dinner	AWARD DINNER BY FASHION DESIGNERS	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL PLAZA BALLROOM
	Annual award dinner, honoring Andrew Goodman, President of Bergdorf Goodman. Honorary Chairmen: Jessica Daves, Norman Norell, Eleanor Lambert. (Black Tie). Contact: WI. 7-0324.		
Tuesday Nov. 1- Nov. 8	SEVENTY-SEVENTH ANNUAL NATIONAL HORSE SHOW	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
	Public Relations: Bill Bryan, YU. 6-8988.		
Wednesday Nov. 2 10:30 A.M	PREVIEW: SPRING COAT & SUIT COLLECTION	WILLIAM DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	William Devitz will present his Spring coat and suit originals, designed by Nichi Giglio. For press and buyers, by invitation. Continuous daily. showings thereafter. Publicity: Julia Berren, WI. 7-4717.		
Wednesday Nov. 2: Nov. 3 2:00 P.M.	OPENING: SPRING JUNIOR COLLECTION	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mam'selle's Spring junior collection, designed by Betty Carol, showing Nov. 2 and 3 at 2:00 P M. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Nov. 3 12:00 Noon	OPENING OF SPRING COLLECTION	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showing of Spring daytime, cocktail and evening fashions. Contact: CH. 4-5693.		
Friday Nov. 4 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	Showings at 10:30 A.M. Nov. 4, 7, 9, 11, 16. By appointment. Contact: JU. 2-2317.		
Nov. 8	ELECTION DAY (Tuesday)		
Tuesday Nov. 8; Nov. 9 1:00 P.M.	OPENING: SPRING JUNIOR COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Mr. Mort Spring junior dress collection, designed by Lee Evans. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.		
Wednesday Nov. 9 12:00 Noon	OPENING: CRUISE-SPRING COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Junior dresses and separates Nov. 9, 10, 11, 15, 16, 17 at 12:00 Noon. Contact: Audrey Brock, OX. 5-3150.		
Wednesday Nov. 9 12:30 P.M. Luncheon	CALIFORNIA FASHIONS DURING LUNCHEON	ERNEST NEWMAN OF CALIFORNIA	HOTEL PIERRE ROOF GARDEN
	Fall fashions by Ernest Newman of California. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Monday Nov. 21 8:30 P.M Supper-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-MET. MUSEUM OF ART	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.
	Thirteenth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Chmn: Adam Gimbel. Co-chmn: Melvin E. Dawley. Reservations: $100 each; contact: Costume Institute, TR.9-5500.		

1961

JANUARY

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